

INTERNAL WEBSITE ORDER FORM

DATE SUBMITTED: 8/9/2012
AE NAME: Vitucci
CLIENT NAME: UC Health

CONTACT INFORMATION

NAME: Bonnie White
PHONE #: 513-891-3318
EMAIL ADDRESS: bkwhiteassoc@fuse.net

FLIGHT INFORMATION

START DATE: 8/10-11/30
END DATE:

CREATIVE Client Submitted ☒ Needs Creative ☐

AD SIZE(S) 728x90 ☒ 300x250 ☒ 160x600 ☐

AD LINKS (CLIENT URL): <http://www.ucphysicians.com/services/orthopaedics-spo>

CAMPAIGN SPECIFICS:

Placement/Pages	Impressions/Month		Size(s)
Sports	8/10-8/31	14,000	300x250 & 728x90
Sports	10/1-10/31	14,000	300x250 & 728x90
Sports	11/1-11/30	12,000	300x250 & 728x90

Total Guaranteed Impressions

40,000

Overall CPM

More Specifics or Campaign Highlights

Part of \$7500 Sports Sponsorship Package

7/3: REVISION---NEW FLIGHT IS 7/16-9/9

7/13: REVISION---NEW FLIGHT IS 7/30-9/23--ADJUSTING IMPRESSIONS IN EACH MONTH

7/30: REVISION---NEW FLIGHT IS 8/6-9/30--ADJUSTING IMPRESSIONS IN EACH MONTH

8/8: REVISION---NEW FLIGHT IS 8/13-10/7--ADJUSTING IMPRESSIONS IN EACH MONTH

Guarantee Totals:

352,000

3.00

\$1,056

Once the campaign is live please send screenshot on live page to cclarke@itnDigital.com

By signing this agreement, Site/Network agrees to be bound by ITN Network Terms and Conditions (see tab)

ITN Networks, LLC
attn: Account Payable

747 3rd Avenue, 5th Floor
New York, NY 10017

Site/Network:

Print Name:

Signature:

Date:

ITN Digital

Print Name:

Signature:

Date:

Terms:

This insertion order is subject to the terms and conditions set forth by ITN Digital. ITN Digital reserves the right to cancel this IO within 24 Hours. All contracted inventory must be served in the US only. All publishers are listed in our general site list and will receive a login to access tracking information via ITN's reporting tool with DART DFP data. All invoices will be paid based on ITN's third-party data as reported through Dart for Publishers. All third-party reporting will be made available to Media Company and it will be the responsibility of the Media Company to ensure proper delivery. If discrepancies exist between Third-Party and Media Company, Media Company will be responsible for solution. ITN Digital will not be responsible for over delivery of the campaign. If the advertiser or ITN Digital decides to cancel the campaign the publisher must comply within 24 hours of notice. Neither the advertiser nor ITN Digital will be required to pay for any impressions delivered after that 24 hour period. All invoices will be paid based on ITN's third-party data as reported through Dart for Publishers. All third-party reporting will be made available to Media Company and it will be the responsibility of the Media Company to ensure proper delivery. If discrepancies exist between Third-Party and Media Company, Media Company will be responsible for solution. ITN Digital will not be responsible for over delivery of the campaign. All invoices for media must be received by ITN within 90 days of completion of campaign. All campaigns will be reconciled within 90 days and no invoice received after this period will be paid. Media Company agrees to forfeit any invoice not sent and confirmed to be received by Agency within 90 days of completion of campaign. Proof of performance, consistent with invoicing methodology, shall be a prerequisite to payment under IO.

Lyons, Ashlie

From: Tara Wood [twood@guardiansavingsbank.com]

Sent: Wednesday, July 18, 2012 4:58 PM

To: Lyons, Ashlie

Subject: Loan Information

Hi Ashlie.

I will need the following information for your refiance/pre-approval.

1. Past 2 years of W-2's
2. Past 2 paycheck stubs
3. Past 2 months checking account statements in full
4. Most recent statement of any investment you may have.

I will also have some paperwork for you to sign.

Let me know a day that we can meet to exchange information, or if you prefer to email one another the information.

If you have any questions give me a call.

Thanks,

Tara

Tara Wood

#71823

Mortgage Lending Specialist

(513) 633-7889

Guardian Savings Bank, FSB

11333 Princeton Pike

Cincinnati, OH 45246

513-842-8900 Ext.108

513-201-0097 (fax)

twood@guardiansavingsbank.com

This message may contain information that is confidential or privileged. If you are not the intended recipient, please advise the sender immediately by reply email and delete this message and any attachments without retaining a copy. Any disclosure, copying, distribution or use of the contents of this message is prohibited. If you have any questions, please feel free to call us.



INSERTION ORDER

CLIENT: St. Elizabeth Healthcare INSERTION ORDER: STEHB001-0001 REVNO: 7 QTR: 3Q12 DATE: 08/08/2012

Site Network Information:

Site/Network: WKRC
Contact: Tom Mohr
Telephone: 5137635615
Fax:
Email: tmohr@local12.com

ITN Media Contact:

Contact: Danielle Patterson
Telephone: 212-610-9603
Fax: 866-497-5025
Email: danielle@itnnetworks.com
Address: 747 3rd Avenue New York NY 10017

ITN Billing Contact:

Send Invoices to:

Roxanne Luckie
Invoices@itn-digital.com
747 Third Ave, 5th Floor, New York, NY 10017

For Billing/Payment Questions:

Shannon Gramas
sgramas@itnnetworks.com

ITN Traffic Contact:

Contact: Craig A. Clarke
Telephone: 212.572.9289
Fax: 212.616.8379
Email: cclarke@itnnetworks.com
Address: 747 Third Ave, 5th Floor, New York, NY 10017

Campaign Information:

Overview: Campaign is 3rd party hosted standard display banners, 728x90, 300x250, 160x600. Some ads may contain auto-play video with sound on user interaction and will be put into rotation by the agency. Within 24 hours of campaign going live, please send screenshot on live page to cclarke@itnnetworks.com

Success Metric: The campaign will be evaluated based on in-ad interaction and click thru rates. All publishers will receive a login to access campaign reporting data. Data is updated daily. Reports include total impressions(based on DFP). A minimum number of impressions is required to report accurately.

Delivery: Delivery must be evenly distributed across each week of the flight. Delivery may not be carried from month to month.

Payment: All invoices will be paid on ITN's third-party data of actual delivered impressions as reported through Dart for Publishers. Payment although based on the actual monthly delivered impressions will not exceed the monthly guarantee. All publisher invoices paid on 90 day terms.

Placement: Ad unit must be above the fold and placed in positions that will allow them to expand properly.

BuyComment: 7/3: REVISION—NEW FLIGHT IS 7/16-9/9
7/13: REVISION—NEW FLIGHT IS 7/30-9/23—ADJUSTING IMPRESSIONS IN EACH MONTH

Comment:

Month	Media Title/Market	Ad Unit/Section	Targeting	Start	End	Imps	Net CPM	Net \$\$
AUG/12	WKRC CINCINNATI	300x250, 728x90 Health, Homepage, News	MTWTFSS	08/13/2012	08/31/2012	136,000	3.00	\$408
<p>7/3: REVISION—NEW FLIGHT IS 7/16-9/9</p> <p>7/13: REVISION—NEW FLIGHT IS 7/30-9/23—ADJUSTING IMPRESSIONS IN EACH MONTH</p> <p>7/30: REVISION—NEW FLIGHT IS 8/6-9/30—ADJUSTING IMPRESSIONS IN EACH MONTH</p> <p>8/8: REVISION—NEW FLIGHT IS 8/13-10/7—ADJUSTING IMPRESSIONS IN EACH MONTH</p>								
SEP/12	WKRC CINCINNATI	300x250, 728x90 Health, Homepage, News	MTWTFSS	09/01/2012	09/30/2012	216,000	3.00	\$648